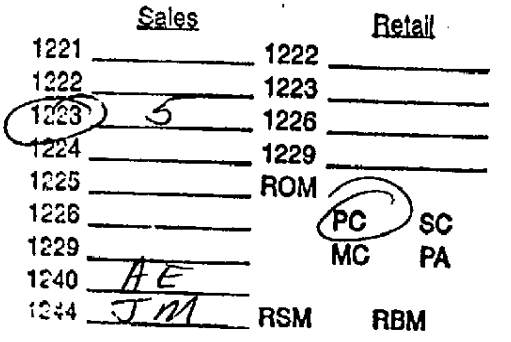
ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet



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Source: https://www.industrydocuments.ucsf.edu/docs/qqxy0000

RJ REYNOLDS
TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

May 20, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727

Dear Paul:

We have placed orders (regular product) as listed to pack and ship this promotion to your participating retail accounts. 896 SKUs of Doral Flashlights (item #527813) have been ordered to Consolidated Industries to pack this Promotion.

UPC Code	DORAL Brand Styles	#/ (6M) Cases
12300-84006	FF BOX	30
12300-22081	FF BOX 100	30
12300-84106	LT BOX	30
12300-22084	LT BOX 100	30

Product PO # ER1578-01

All additional pertinent promotional information is listed below:

Product Arrival (@ McLane): June 23, 1997
Premium Arrival (@ Consolidated): June 26, 1997
Ship Date to Retail: July 14, 1997

Flashlights (Item #527813)

SKU CUBE: 2.5280
SKU WT (w/o Product): 10.6200 lbs
Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Savings Cartons

EFT $ Amount: $33,581.52

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Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $1,673.00 **(59.75 (12M) cases @ $28.00)**.

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

JULY: DORAL B2GF FLASHLIGHT / PROMOTION #700727

RETAIL DISTRIBUTION DATE: 7/14/97

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT
A-PLUS/ ATLANTIC/ SUNOCO	268	See List	286	1	2	22			2	3	81		172	3	
BP OIL	45	See List	46										46		
COASTAL MART	34	1	34							8			26		
COOKS CONVENIENT	6	See List	10								10				
COUNTRY FAIR	69	See List	94								12	8	74		
CONV EXPRESS	5	1	5								5				
DAIRY MART	115	1	115	27		36					18		27	7	
EXPRESS MART	35	1	35								35				
F.L. ROBERTS	15	See List	23	8		15									
KRAUSZERS	10	1	10	10											
MANLEY'S	7	See List	16								16				
MOBIL	73	1	73	4		16			10	9	29		3	2	
RED BARREL	15	See List	18								18				
7/11 - HANDEE MART	23	1	23				1					9	13		
SUGARCREEK	47	1	47								47				
SUNRISE FOODS	17	See List	18								18				
INDEPENDENTS & SMALL CHAINS	37	See List	43	1		6	3		2	6	20		4	1	
TOTALS	821		896	51	2	95	4	0	14	26	309	17	365	13	0

(MC-FLSH.XLS)5/20/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli

51847 1900

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